

Global Digital Watermark Technology Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Digital Watermark Technology market size is predicted to grow from US\$ 142 million in 2025 to US\$ 268 million in 2032; it is expected to grow at a CAGR of 9.8% from 2026 to 2032.

Digital watermarking technology is an information-hiding technology that embeds identification information into images, audio, video, text, or documents in a visible or invisible manner. It is used for copyright protection, content traceability, identity authentication, anti-tampering, and secure tracking, balancing concealment, robustness, and verifiability.

The upstream sector mainly includes algorithm development, encryption technology, chip computing power, cloud computing, storage devices, and digital content acquisition and editing software suppliers; the downstream sector primarily targets media publishing, short video platforms, film and music, government electronic certificates, financial instruments, industrial anti-counterfeiting, and enterprise data security management.

The future global digital watermarking technology market will develop towards intelligence, real-time capabilities, cross-media integration, and compliance. With the accelerated dissemination of digital content, the rise of AIGC (AI-generated content), and the upgrading of copyright protection needs, the market is placing higher demands on content ownership confirmation, source tracing, tamper detection, and platform-level automated governance capabilities, driving the deep integration of digital watermarking with technologies such as artificial intelligence, cloud platforms, security auditing, and blockchain. Meanwhile, the commercial applications of invisible watermarks, robust watermarks, and multimodal watermarks will continue to expand in scenarios such as

government documents, financial data, anti-counterfeiting and traceability, and enterprise information security.

LPI (LP Information)' newest research report, the "Digital Watermark Technology Industry Forecast" looks at past sales and reviews total world Digital Watermark Technology sales in 2025, providing a comprehensive analysis by region and market sector of projected Digital Watermark Technology sales for 2026 through 2032. With Digital Watermark Technology sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital Watermark Technology industry.

This Insight Report provides a comprehensive analysis of the global Digital Watermark Technology landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Digital Watermark Technology portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital Watermark Technology market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Watermark Technology and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Digital Watermark Technology.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Watermark Technology market by product type, application, key players and key regions and countries.

Segmentation by Type:

Visible Digital Watermark

Invisible Digital Watermark

Segmentation by Carrier Type:

Image Watermark

Audio Watermark

Video Watermark

Text Watermark

Segmentation by Embedding Domain:

Spatial Domain Watermark

Transform Domain Watermark

Segmentation by Application:

Packaging Industry

Broadcasting and Television Industry

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its

market penetration.

Irdeto

Digimarc

Verimatrix

Synamedia (ContentArmor)

Pallycon

Media Science International

Sumavision

Virtru

IMATAG

AlpVision

MarkAny

PanPass Information Technology

Chengdu Daqing Technology

Beijing Novel-SuperTV Technology

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Digital Watermark Technology Market Size (2021-2032)
 - 2.1.2 Digital Watermark Technology Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Digital Watermark Technology by Country/Region (2021, 2025 & 2032)
- 2.2 Digital Watermark Technology Segment by Type
 - 2.2.1 Visible Digital Watermark
 - 2.2.2 Invisible Digital Watermark
 - 2.2.3 Digital Watermark Technology Market Size by Type
 - 2.2.3.1 Digital Watermark Technology Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.3.2 Global Digital Watermark Technology Market Size Market Share by Type (2021-2026)
- 2.3 Digital Watermark Technology Segment by Carrier Type
 - 2.3.1 Image Watermark
 - 2.3.2 Audio Watermark
 - 2.3.3 Video Watermark
 - 2.3.4 Text Watermark
 - 2.3.5 Digital Watermark Technology Market Size by Carrier Type
 - 2.3.5.1 Digital Watermark Technology Market Size CAGR by Carrier Type (2021 VS 2025 VS 2032)
 - 2.3.5.2 Global Digital Watermark Technology Market Size Market Share by Carrier Type (2021-2026)

2.4 Digital Watermark Technology Segment by Embedding Domain

2.4.1 Spatial Domain Watermark

2.4.2 Transform Domain Watermark

2.4.3 Digital Watermark Technology Market Size by Embedding Domain

2.4.3.1 Digital Watermark Technology Market Size CAGR by Embedding Domain (2021 VS 2025 VS 2032)

2.4.3.2 Global Digital Watermark Technology Market Size Market Share by Embedding Domain (2021-2026)

2.5 Digital Watermark Technology Segment by Application

2.5.1 Packaging Industry

2.5.2 Broadcasting and Television Industry

2.5.3 Others

2.5.4 Digital Watermark Technology Market Size by Application

2.5.4.1 Digital Watermark Technology Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.4.2 Global Digital Watermark Technology Market Size Market Share by Application (2021-2026)

3 DIGITAL WATERMARK TECHNOLOGY MARKET SIZE BY PLAYER

3.1 Digital Watermark Technology Market Size Market Share by Player

3.1.1 Global Digital Watermark Technology Revenue by Player (2021-2026)

3.1.2 Global Digital Watermark Technology Revenue Market Share by Player (2021-2026)

3.2 Global Digital Watermark Technology Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 DIGITAL WATERMARK TECHNOLOGY BY REGION

4.1 Digital Watermark Technology Market Size by Region (2021-2026)

4.2 Global Digital Watermark Technology Annual Revenue by Country/Region (2021-2026)

4.3 Americas Digital Watermark Technology Market Size Growth (2021-2026)

4.4 APAC Digital Watermark Technology Market Size Growth (2021-2026)

4.5 Europe Digital Watermark Technology Market Size Growth (2021-2026)

4.6 Middle East & Africa Digital Watermark Technology Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Digital Watermark Technology Market Size by Country (2021-2026)

5.2 Americas Digital Watermark Technology Market Size by Type (2021-2026)

5.3 Americas Digital Watermark Technology Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Digital Watermark Technology Market Size by Region (2021-2026)

6.2 APAC Digital Watermark Technology Market Size by Type (2021-2026)

6.3 APAC Digital Watermark Technology Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Digital Watermark Technology Market Size by Country (2021-2026)

7.2 Europe Digital Watermark Technology Market Size by Type (2021-2026)

7.3 Europe Digital Watermark Technology Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Digital Watermark Technology by Region (2021-2026)

- 8.2 Middle East & Africa Digital Watermark Technology Market Size by Type (2021-2026)
- 8.3 Middle East & Africa Digital Watermark Technology Market Size by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL DIGITAL WATERMARK TECHNOLOGY MARKET FORECAST

- 10.1 Global Digital Watermark Technology Forecast by Region (2027-2032)
 - 10.1.1 Global Digital Watermark Technology Forecast by Region (2027-2032)
 - 10.1.2 Americas Digital Watermark Technology Forecast
 - 10.1.3 APAC Digital Watermark Technology Forecast
 - 10.1.4 Europe Digital Watermark Technology Forecast
 - 10.1.5 Middle East & Africa Digital Watermark Technology Forecast
- 10.2 Americas Digital Watermark Technology Forecast by Country (2027-2032)
 - 10.2.1 United States Market Digital Watermark Technology Forecast
 - 10.2.2 Canada Market Digital Watermark Technology Forecast
 - 10.2.3 Mexico Market Digital Watermark Technology Forecast
 - 10.2.4 Brazil Market Digital Watermark Technology Forecast
- 10.3 APAC Digital Watermark Technology Forecast by Region (2027-2032)
 - 10.3.1 China Digital Watermark Technology Market Forecast
 - 10.3.2 Japan Market Digital Watermark Technology Forecast
 - 10.3.3 Korea Market Digital Watermark Technology Forecast
 - 10.3.4 Southeast Asia Market Digital Watermark Technology Forecast
 - 10.3.5 India Market Digital Watermark Technology Forecast
 - 10.3.6 Australia Market Digital Watermark Technology Forecast
- 10.4 Europe Digital Watermark Technology Forecast by Country (2027-2032)
 - 10.4.1 Germany Market Digital Watermark Technology Forecast
 - 10.4.2 France Market Digital Watermark Technology Forecast

- 10.4.3 UK Market Digital Watermark Technology Forecast
- 10.4.4 Italy Market Digital Watermark Technology Forecast
- 10.4.5 Russia Market Digital Watermark Technology Forecast
- 10.5 Middle East & Africa Digital Watermark Technology Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Digital Watermark Technology Forecast
 - 10.5.2 South Africa Market Digital Watermark Technology Forecast
 - 10.5.3 Israel Market Digital Watermark Technology Forecast
 - 10.5.4 Turkey Market Digital Watermark Technology Forecast
- 10.6 Global Digital Watermark Technology Forecast by Type (2027-2032)
- 10.7 Global Digital Watermark Technology Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Digital Watermark Technology Forecast

11 KEY PLAYERS ANALYSIS

11.1 Irdeto

- 11.1.1 Irdeto Company Information
- 11.1.2 Irdeto Digital Watermark Technology Product Offered
- 11.1.3 Irdeto Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)
- 11.1.4 Irdeto Main Business Overview
- 11.1.5 Irdeto Latest Developments

11.2 Digimarc

- 11.2.1 Digimarc Company Information
- 11.2.2 Digimarc Digital Watermark Technology Product Offered
- 11.2.3 Digimarc Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)
- 11.2.4 Digimarc Main Business Overview
- 11.2.5 Digimarc Latest Developments

11.3 Verimatrix

- 11.3.1 Verimatrix Company Information
- 11.3.2 Verimatrix Digital Watermark Technology Product Offered
- 11.3.3 Verimatrix Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)
- 11.3.4 Verimatrix Main Business Overview
- 11.3.5 Verimatrix Latest Developments

11.4 Synamedia (ContentArmor)

- 11.4.1 Synamedia (ContentArmor) Company Information
- 11.4.2 Synamedia (ContentArmor) Digital Watermark Technology Product Offered

11.4.3 Synamedia (ContentArmor) Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 Synamedia (ContentArmor) Main Business Overview

11.4.5 Synamedia (ContentArmor) Latest Developments

11.5 Pallycon

11.5.1 Pallycon Company Information

11.5.2 Pallycon Digital Watermark Technology Product Offered

11.5.3 Pallycon Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 Pallycon Main Business Overview

11.5.5 Pallycon Latest Developments

11.6 Media Science International

11.6.1 Media Science International Company Information

11.6.2 Media Science International Digital Watermark Technology Product Offered

11.6.3 Media Science International Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.6.4 Media Science International Main Business Overview

11.6.5 Media Science International Latest Developments

11.7 Sumavision

11.7.1 Sumavision Company Information

11.7.2 Sumavision Digital Watermark Technology Product Offered

11.7.3 Sumavision Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.7.4 Sumavision Main Business Overview

11.7.5 Sumavision Latest Developments

11.8 Virtru

11.8.1 Virtru Company Information

11.8.2 Virtru Digital Watermark Technology Product Offered

11.8.3 Virtru Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 Virtru Main Business Overview

11.8.5 Virtru Latest Developments

11.9 IMATAG

11.9.1 IMATAG Company Information

11.9.2 IMATAG Digital Watermark Technology Product Offered

11.9.3 IMATAG Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 IMATAG Main Business Overview

11.9.5 IMATAG Latest Developments

11.10 AlpVision

11.10.1 AlpVision Company Information

11.10.2 AlpVision Digital Watermark Technology Product Offered

11.10.3 AlpVision Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 AlpVision Main Business Overview

11.10.5 AlpVision Latest Developments

11.11 MarkAny

11.11.1 MarkAny Company Information

11.11.2 MarkAny Digital Watermark Technology Product Offered

11.11.3 MarkAny Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 MarkAny Main Business Overview

11.11.5 MarkAny Latest Developments

11.12 PanPass Information Technology

11.12.1 PanPass Information Technology Company Information

11.12.2 PanPass Information Technology Digital Watermark Technology Product Offered

11.12.3 PanPass Information Technology Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.12.4 PanPass Information Technology Main Business Overview

11.12.5 PanPass Information Technology Latest Developments

11.13 Chengdu Daqing Technology

11.13.1 Chengdu Daqing Technology Company Information

11.13.2 Chengdu Daqing Technology Digital Watermark Technology Product Offered

11.13.3 Chengdu Daqing Technology Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.13.4 Chengdu Daqing Technology Main Business Overview

11.13.5 Chengdu Daqing Technology Latest Developments

11.14 Beijing Novel-SuperTV Technology

11.14.1 Beijing Novel-SuperTV Technology Company Information

11.14.2 Beijing Novel-SuperTV Technology Digital Watermark Technology Product Offered

11.14.3 Beijing Novel-SuperTV Technology Digital Watermark Technology Revenue, Gross Margin and Market Share (2021-2026)

11.14.4 Beijing Novel-SuperTV Technology Main Business Overview

11.14.5 Beijing Novel-SuperTV Technology Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Digital Watermark Technology Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Digital Watermark Technology Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Visible Digital Watermark

Table 4. Major Players of Invisible Digital Watermark

Table 5. Digital Watermark Technology Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 6. Global Digital Watermark Technology Market Size by Type (2021-2026) & (\$ millions)

Table 7. Global Digital Watermark Technology Market Size Market Share by Type (2021-2026)

Table 8. Major Players of Image Watermark

Table 9. Major Players of Audio Watermark

Table 10. Major Players of Video Watermark

Table 11. Major Players of Text Watermark

Table 12. Digital Watermark Technology Market Size CAGR by Carrier Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 13. Global Digital Watermark Technology Market Size by Carrier Type (2021-2026) & (\$ millions)

Table 14. Global Digital Watermark Technology Market Size Market Share by Carrier Type (2021-2026)

Table 15. Major Players of Spatial Domain Watermark

Table 16. Major Players of Transform Domain Watermark

Table 17. Digital Watermark Technology Market Size CAGR by Embedding Domain (2021 VS 2025 VS 2032) & (\$ millions)

Table 18. Global Digital Watermark Technology Market Size by Embedding Domain (2021-2026) & (\$ millions)

Table 19. Global Digital Watermark Technology Market Size Market Share by Embedding Domain (2021-2026)

Table 20. Digital Watermark Technology Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 21. Global Digital Watermark Technology Market Size by Application (2021-2026) & (\$ millions)

Table 22. Global Digital Watermark Technology Market Size Market Share by

Application (2021-2026)

Table 23. Global Digital Watermark Technology Revenue by Player (2021-2026) & (\$ millions)

Table 24. Global Digital Watermark Technology Revenue Market Share by Player (2021-2026)

Table 25. Digital Watermark Technology Key Players Head office and Products Offered

Table 26. Digital Watermark Technology Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 27. New Products and Potential Entrants

Table 28. Mergers & Acquisitions, Expansion

Table 29. Global Digital Watermark Technology Market Size by Region (2021-2026) & (\$ millions)

Table 30. Global Digital Watermark Technology Market Size Market Share by Region (2021-2026)

Table 31. Global Digital Watermark Technology Revenue by Country/Region (2021-2026) & (\$ millions)

Table 32. Global Digital Watermark Technology Revenue Market Share by Country/Region (2021-2026)

Table 33. Americas Digital Watermark Technology Market Size by Country (2021-2026) & (\$ millions)

Table 34. Americas Digital Watermark Technology Market Size Market Share by Country (2021-2026)

Table 35. Americas Digital Watermark Technology Market Size by Type (2021-2026) & (\$ millions)

Table 36. Americas Digital Watermark Technology Market Size Market Share by Type (2021-2026)

Table 37. Americas Digital Watermark Technology Market Size by Application (2021-2026) & (\$ millions)

Table 38. Americas Digital Watermark Technology Market Size Market Share by Application (2021-2026)

Table 39. APAC Digital Watermark Technology Market Size by Region (2021-2026) & (\$ millions)

Table 40. APAC Digital Watermark Technology Market Size Market Share by Region (2021-2026)

Table 41. APAC Digital Watermark Technology Market Size by Type (2021-2026) & (\$ millions)

Table 42. APAC Digital Watermark Technology Market Size by Application (2021-2026) & (\$ millions)

Table 43. Europe Digital Watermark Technology Market Size by Country (2021-2026) &

(\$ millions)

Table 44. Europe Digital Watermark Technology Market Size Market Share by Country (2021-2026)

Table 45. Europe Digital Watermark Technology Market Size by Type (2021-2026) & (\$ millions)

Table 46. Europe Digital Watermark Technology Market Size by Application (2021-2026) & (\$ millions)

Table 47. Middle East & Africa Digital Watermark Technology Market Size by Region (2021-2026) & (\$ millions)

Table 48. Middle East & Africa Digital Watermark Technology Market Size by Type (2021-2026) & (\$ millions)

Table 49. Middle East & Africa Digital Watermark Technology Market Size by Application (2021-2026) & (\$ millions)

Table 50. Key Market Drivers & Growth Opportunities of Digital Watermark Technology

Table 51. Key Market Challenges & Risks of Digital Watermark Technology

Table 52. Key Industry Trends of Digital Watermark Technology

Table 53. Global Digital Watermark Technology Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 54. Global Digital Watermark Technology Market Size Market Share Forecast by Region (2027-2032)

Table 55. Global Digital Watermark Technology Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 56. Global Digital Watermark Technology Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 57. Irdeto Details, Company Type, Digital Watermark Technology Area Served and Its Competitors

Table 58. Irdeto Digital Watermark Technology Product Offered

Table 59. Irdeto Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 60. Irdeto Main Business

Table 61. Irdeto Latest Developments

Table 62. Digimarc Details, Company Type, Digital Watermark Technology Area Served and Its Competitors

Table 63. Digimarc Digital Watermark Technology Product Offered

Table 64. Digimarc Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 65. Digimarc Main Business

Table 66. Digimarc Latest Developments

Table 67. Verimatrix Details, Company Type, Digital Watermark Technology Area

Served and Its Competitors

Table 68. Verimatrix Digital Watermark Technology Product Offered

Table 69. Verimatrix Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 70. Verimatrix Main Business

Table 71. Verimatrix Latest Developments

Table 72. Synamedia (ContentArmor) Details, Company Type, Digital Watermark Technology Area Served and Its Competitors

Table 73. Synamedia (ContentArmor) Digital Watermark Technology Product Offered

Table 74. Synamedia (ContentArmor) Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 75. Synamedia (ContentArmor) Main Business

Table 76. Synamedia (ContentArmor) Latest Developments

Table 77. Pallycon Details, Company Type, Digital Watermark Technology Area Served and Its Competitors

Table 78. Pallycon Digital Watermark Technology Product Offered

Table 79. Pallycon Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 80. Pallycon Main Business

Table 81. Pallycon Latest Developments

Table 82. Media Science International Details, Company Type, Digital Watermark Technology Area Served and Its Competitors

Table 83. Media Science International Digital Watermark Technology Product Offered

Table 84. Media Science International Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 85. Media Science International Main Business

Table 86. Media Science International Latest Developments

Table 87. Sumavision Details, Company Type, Digital Watermark Technology Area Served and Its Competitors

Table 88. Sumavision Digital Watermark Technology Product Offered

Table 89. Sumavision Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 90. Sumavision Main Business

Table 91. Sumavision Latest Developments

Table 92. Virtru Details, Company Type, Digital Watermark Technology Area Served and Its Competitors

Table 93. Virtru Digital Watermark Technology Product Offered

Table 94. Virtru Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 95. Virtru Main Business
Table 96. Virtru Latest Developments
Table 97. IMATAG Details, Company Type, Digital Watermark Technology Area Served and Its Competitors
Table 98. IMATAG Digital Watermark Technology Product Offered
Table 99. IMATAG Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 100. IMATAG Main Business
Table 101. IMATAG Latest Developments
Table 102. AlpVision Details, Company Type, Digital Watermark Technology Area Served and Its Competitors
Table 103. AlpVision Digital Watermark Technology Product Offered
Table 104. AlpVision Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 105. AlpVision Main Business
Table 106. AlpVision Latest Developments
Table 107. MarkAny Details, Company Type, Digital Watermark Technology Area Served and Its Competitors
Table 108. MarkAny Digital Watermark Technology Product Offered
Table 109. MarkAny Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 110. MarkAny Main Business
Table 111. MarkAny Latest Developments
Table 112. PanPass Information Technology Details, Company Type, Digital Watermark Technology Area Served and Its Competitors
Table 113. PanPass Information Technology Digital Watermark Technology Product Offered
Table 114. PanPass Information Technology Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 115. PanPass Information Technology Main Business
Table 116. PanPass Information Technology Latest Developments
Table 117. Chengdu Daqing Technology Details, Company Type, Digital Watermark Technology Area Served and Its Competitors
Table 118. Chengdu Daqing Technology Digital Watermark Technology Product Offered
Table 119. Chengdu Daqing Technology Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 120. Chengdu Daqing Technology Main Business
Table 121. Chengdu Daqing Technology Latest Developments
Table 122. Beijing Novel-SuperTV Technology Details, Company Type, Digital

Watermark Technology Area Served and Its Competitors

Table 123. Beijing Novel-SuperTV Technology Digital Watermark Technology Product Offered

Table 124. Beijing Novel-SuperTV Technology Digital Watermark Technology Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 125. Beijing Novel-SuperTV Technology Main Business

Table 126. Beijing Novel-SuperTV Technology Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Digital Watermark Technology Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Digital Watermark Technology Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Digital Watermark Technology Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Digital Watermark Technology Sales Market Share by Country/Region (2025)

Figure 8. Digital Watermark Technology Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Digital Watermark Technology Market Size Market Share by Type in 2025

Figure 10. Global Digital Watermark Technology Market Size Market Share by Carrier Type in 2025

Figure 11. Global Digital Watermark Technology Market Size Market Share by Embedding Domain in 2025

Figure 12. Digital Watermark Technology in Packaging Industry

Figure 13. Global Digital Watermark Technology Market: Packaging Industry (2021-2026) & (\$ millions)

Figure 14. Digital Watermark Technology in Broadcasting and Television Industry

Figure 15. Global Digital Watermark Technology Market: Broadcasting and Television Industry (2021-2026) & (\$ millions)

Figure 16. Digital Watermark Technology in Others

Figure 17. Global Digital Watermark Technology Market: Others (2021-2026) & (\$ millions)

Figure 18. Global Digital Watermark Technology Market Size Market Share by Application in 2025

Figure 19. Global Digital Watermark Technology Revenue Market Share by Player in 2025

Figure 20. Global Digital Watermark Technology Market Size Market Share by Region (2021-2026)

Figure 21. Americas Digital Watermark Technology Market Size 2021-2026 (\$ millions)

Figure 22. APAC Digital Watermark Technology Market Size 2021-2026 (\$ millions)

Figure 23. Europe Digital Watermark Technology Market Size 2021-2026 (\$ millions)

Figure 24. Middle East & Africa Digital Watermark Technology Market Size 2021-2026 (\$ millions)

Figure 25. Americas Digital Watermark Technology Value Market Share by Country in 2025

Figure 26. United States Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 27. Canada Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 28. Mexico Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 29. Brazil Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 30. APAC Digital Watermark Technology Market Size Market Share by Region in 2025

Figure 31. APAC Digital Watermark Technology Market Size Market Share by Type (2021-2026)

Figure 32. APAC Digital Watermark Technology Market Size Market Share by Application (2021-2026)

Figure 33. China Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 34. Japan Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 35. South Korea Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 36. Southeast Asia Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 37. India Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 38. Australia Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 39. Europe Digital Watermark Technology Market Size Market Share by Country in 2025

Figure 40. Europe Digital Watermark Technology Market Size Market Share by Type (2021-2026)

Figure 41. Europe Digital Watermark Technology Market Size Market Share by Application (2021-2026)

Figure 42. Germany Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 43. France Digital Watermark Technology Market Size Growth 2021-2026 (\$

millions)

Figure 44. UK Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 45. Italy Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 46. Russia Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 47. Middle East & Africa Digital Watermark Technology Market Size Market Share by Region (2021-2026)

Figure 48. Middle East & Africa Digital Watermark Technology Market Size Market Share by Type (2021-2026)

Figure 49. Middle East & Africa Digital Watermark Technology Market Size Market Share by Application (2021-2026)

Figure 50. Egypt Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 51. South Africa Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 52. Israel Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 53. Turkey Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 54. GCC Countries Digital Watermark Technology Market Size Growth 2021-2026 (\$ millions)

Figure 55. Americas Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 56. APAC Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 57. Europe Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 58. Middle East & Africa Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 59. United States Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 60. Canada Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 61. Mexico Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 62. Brazil Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 63. China Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 64. Japan Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 65. Korea Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 66. Southeast Asia Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 67. India Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 68. Australia Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 69. Germany Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 70. France Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 71. UK Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 72. Italy Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 73. Russia Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 74. Egypt Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 75. South Africa Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 76. Israel Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 77. Turkey Digital Watermark Technology Market Size 2027-2032 (\$ millions)

Figure 78. Global Digital Watermark Technology Market Size Market Share Forecast by Type (2027-2032)

Figure 79. Global Digital Watermark Technology Market Size Market Share Forecast by Application (2027-2032)

Figure 80. GCC Countries Digital Watermark Technology Market Size 2027-2032 (\$ millions)

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